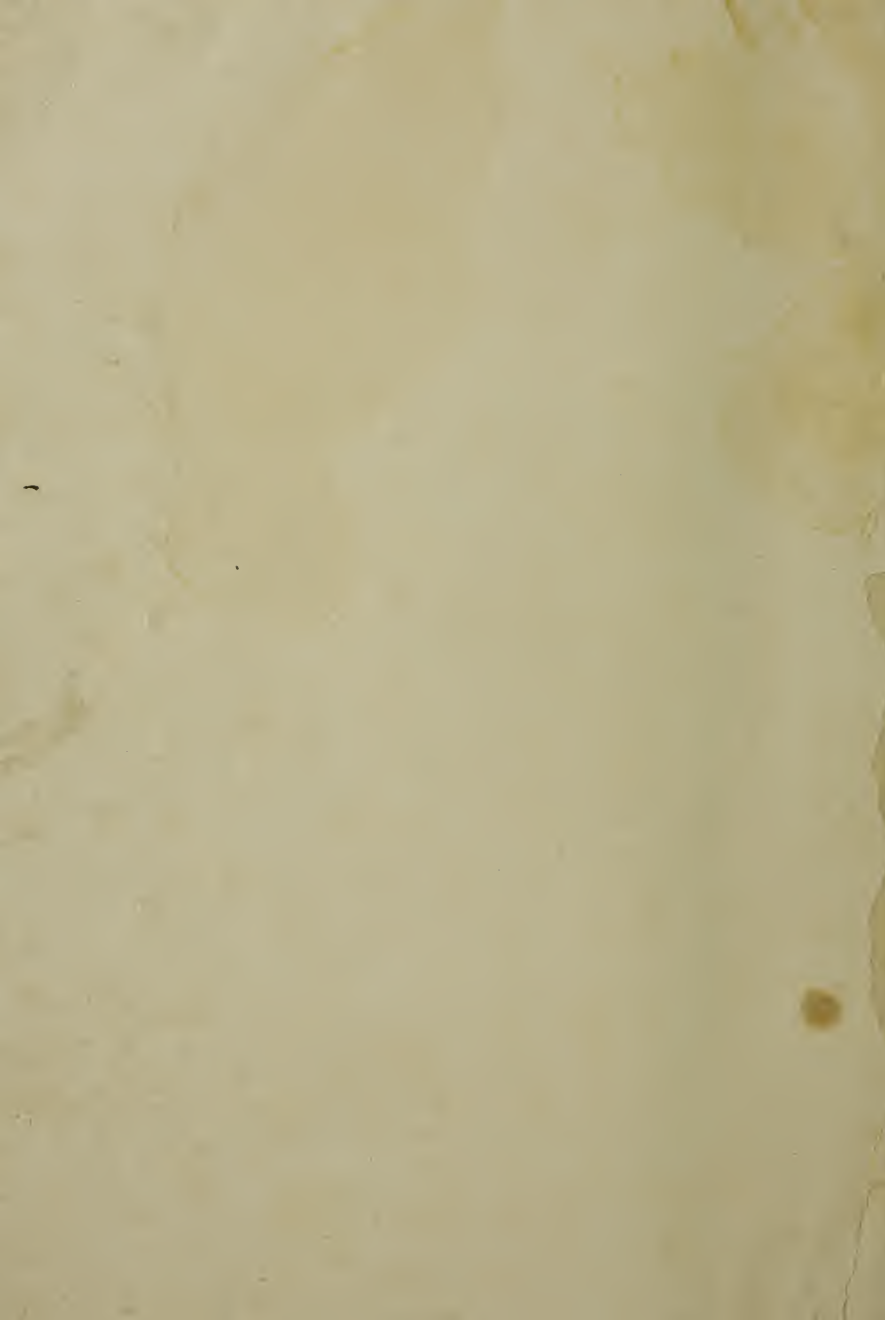
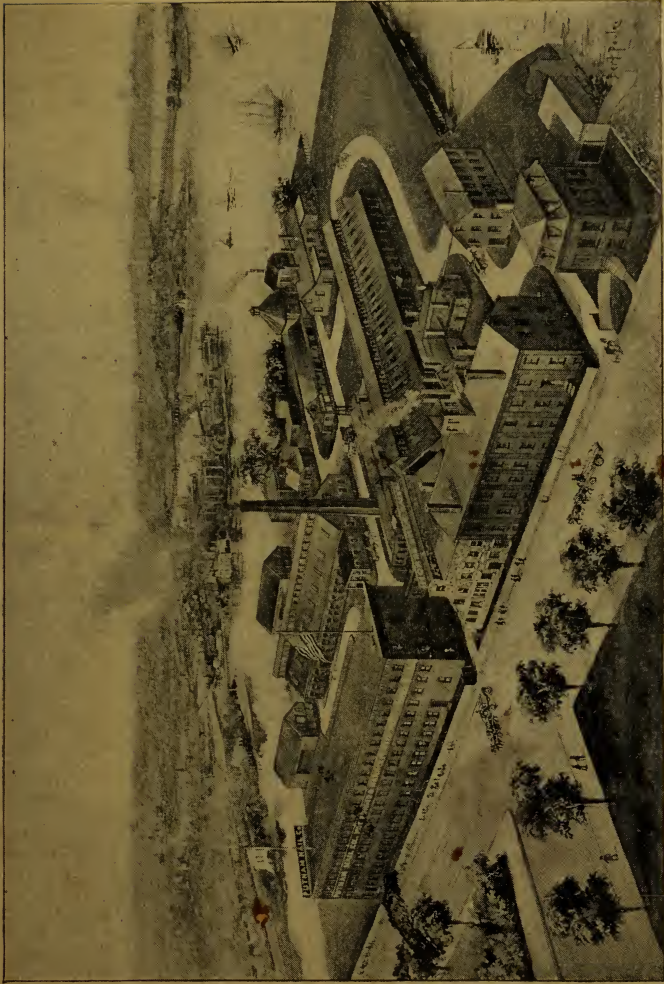


# THE MAKING OF A HORSE SHOE NAIL

Illustrated







*Offices and Works of Putnam Nail Company, Neponset, Boston, Mass., U. S. A.*



# Prefatory Verse.

## *The Wonderful Putnam Nail.*



OF COURSE you've heard of the Putnam Nail  
Which never yet has been known to fail  
To do the best work that a nail can do  
When driven into a horse's shoe:

The only nail that can hold its place  
Firmly, in stall, on the road, in the race,  
The favorite nail of the world to-day,  
Because it is made in a sensible way.



For in making horse-nails, "I tell you what,  
There is always *somewhere* a weakest spot"  
As the Deacon said of his one-hoss shay.  
The *best* can be made but in *just one* way—  
And that is the good old-fashioned way  
That the blacksmiths had in Putnam's day,  
When the red-hot iron was hammered by hand  
Till the metal was made of a temper to stand  
The hardest wear; and the nail made so stout  
That 't would hold its place, till the shoe wore out.  
And a hand-made nail, we boldly claim  
Is the article bearing the Putnam name.



*Hot-forged, hammer-pointed, at bottom and top*  
Such as came from the old-fashioned blacksmith shop.



Even better than that is the product we make,  
For far more pains with the metal we take.  
We heat it by gas: no sulphur from coal  
Is allowed to weaken the fibre whole,  
Or to raise on its surface the treacherous scale,  
Which makes it in toughness and strength to fail.  
The blacksmith gave it but thirty blows,  
And sixty we give: but no giant knows  
The power with which our hammers strike,  
With equal force, each point alike.



And so we repeat, what before we have said,  
Our nail is *the best* that ever was made.

'Tis like the wonderful one-hoss shay  
That lived a hundred years, to a day,  
(Because 't was built in a sensible way),  
And died at last of a "mild decay,  
But nothing local, as one may say.  
There *couldn't* be—for the Deacon's art  
Had made it so like in every part  
That there wasn't a chance for one to start."  
Holmes says "you see, if you're not a dunce,  
How it went to pieces all at once,  
All at once, and nothing first,  
Just as bubbles do, when they burst."



And *we* may say "if you're not a dunce,  
You will try the Putnam Nail at once;"  
For when you have tried it, we know you will say,  
"The Putnam Nail beats the one-hoss shay."



For the shay had "a shiver and then a thrill,"  
The parson had something quite "like a spill,"  
And found his chaise in a heap or mound  
As if it had been to the mill and ground.

But the parson's "rat-tailed, ewe-necked bay"  
Unmoved, looked on the wreck that day;  
Neither earthquake shock nor November gale,  
Though it wreck a chaise, can make him quail.  
It is said of the nag that he just stood still,  
Close by the meeting-house on the hill;  
Marius in Carthage is not more grand  
Than Dobbin that day, as we see him stand  
Wondering what on earth's the matter,  
And what can mean that mighty clatter.  
He's the only *stable* thing that's found  
Amid the wreck that strews the ground;  
The wreck of wheels, and panels, and thills,  
Of hubs, and axles, and springs and sills.  
A total wreck was the one-hoss shay,  
Serene stood the "rat-tailed, ewe-necked bay."  
Whence came his calm and confident look?  
You will learn while reading the Putnam book,  
For there its reason will plainly appear,  
(But we see no harm in stating it here).  
There was no reason for him to feel fright  
So long as he knew that his feet were all right.  
No sensible horse will ever refuse  
To put forth his best when he's sure of his shoes—  
And to do his whole duty he never can fail  
When his shoes are put on with *the Putnam Nail*.









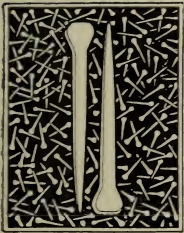


*“Where are you going, my pretty maid?”*

*“To be shod with the Putnam Nail,” she said.*

*“By your whiskers gray and your brush-broom tail  
I perceive you don’t use the Putnam Nail.”*

# The Making of a Horse-shoe Nail



IN THE good old times of General Putnam, an industrious blacksmith, doing a full day's work, could turn out twelve pounds of horse-shoe nails. Of the smith who could do this it is said:

“\* \* \* a mighty man is he  
With large and sinewy hands,  
And the muscles of his brawny arms  
Are strong as iron bands.”

Twelve pounds of horse-shoe nails! enough to shoe, perhaps, fifty horses.

In these better times of ours, within a short distance of Dorchester Heights, from which the heroic Putnam, in 1776, helped Washington to frighten the British out of Boston, is the now world-renowned Putnam Nail Works. This establishment can turn out, by improved machinery, more than 20,000 pounds, or ten tons, of horse-shoe nails in a day,—a product equal to that of two thousand blacksmiths.

Small, indeed, is a horse-shoe nail, and few people realize the immensity of this great factory, devoted solely to its manufacture. The works comprise in all fifteen buildings, and cover ten acres of ground. Here is made the best horse-shoe nail in the world, and the daily product is more than that of any three other such works. More than four hundred persons are employed. Of these, one hundred are forgers, *Hammer*  
*Pointed*



*Offices of Putnam Nail Company, Neponset, Boston, Mass., U. S. A.*

who, with the special machines, do exactly what the old-fashioned blacksmith did by hand—forge the nail hot—only each man turns out about twenty times as much in quantity as did the worthy son of Vulcan.




Now, the horse-shoe nail is a very important article. The significance of an ordinary nail is practically nothing, but a horse-shoe nail is the most important article of wearing apparel of the most useful and valuable of all animals. It must be made on scientific principles, and be exactly right in every particular. Every lover of horses must have considerable interest in a matter so vital to horse and man. For many years the Putnam Nail has claimed to be the best nail in the world. In these days of fierce business competition it is the habit of manufacturers to call their goods **THE BEST**, and many false claims are made. It is the object of this little book to illustrate and describe the making of the Putnam Nail, fully and clearly, so that the reader may see for himself that the Putnam Hot-forged and Hammer-pointed Horse-shoe Nail is not only in truth the *best* but is really the *only* perfect nail.

Let us together trace the making of this nail through the works. We will take a look into

## The Great Storehouses.

Here are piles and rows, weighing hundreds of tons, of nail rods of various sizes coiled into bundles. Good iron is the first essential in the making of a good horse nail. This, combined with a process which will not deteriorate it, insures superiority. Much of the value of a horse nail depends upon its toughness and clinching power. It is the clinch that holds *Hammer* the shoe in place. The quality of toughness in the *Pointed*

 iron is indispensable, for without it the nail is sure to break at the clinch. The Putnam Nail is so tough that, in drawing an old shoe, *the clinch comes with the nail*. It does not break off and remain in the hoof, as in the case of many cheap and brittle nails.

Now, what about this iron?

Well, the story is this: every pound of it is imported from Sweden. It is noted for its strength and toughness, and no other iron that can be found in the world equals it in these qualities. We shall call this

## POINT NUMBER ONE

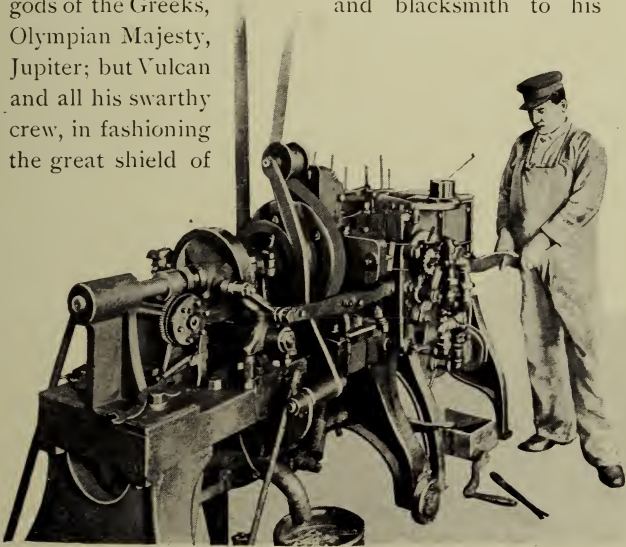
of superiority of the Putnam Nail over all competitors. Although extensive search has been made by this company, no mine but one has ever been found to produce an ore good enough for making the Putnam Nail. For thirty years the iron has been bought from one place in Sweden, and is made expressly for the Putnam Nail Company. The mine yielding this fine ore is known to have been in operation for more than six hundred years. The cost of this brand of iron is very high, but no expense is considered too great in getting the proper material to begin with. The iron is purchased in lots of 2,500 tons and upwards, to keep the ultimate cost to the consumer as low as possible.

Now that we have seen the iron, and learned its quality, we will go into one of

## The Great Nail Mills.

The larger one of the two is 225 feet long. There are here sixty-six forging machines in four rows. Each machine has four steel hammers pounding the rod *Hot Forged* with lightning strokes, so that the mill is filled with an exceeding great noise. Words are inadequate

to describe the frightful din. Suppose we say it is "stunning." Not stunning as is a new bonnet or its pretty owner, but literally stunning to our senses. Most of the men keep cotton in their ears to shut out the roar as of 10,000 Gatling guns, walled and roofed in. If you yell in your loudest voice you cannot be heard a foot away, and if you happen to have your ears with you they won't help you to hear anything. Homer tells us about the great shop of Vulcan, one of the twelve gods of the Greeks, and blacksmith to his Olympian Majesty, Jupiter; but Vulcan and all his swarthy crew, in fashioning the great shield of



One of the Nail Machines

Achilles, could not have made a tithe of the noise of the two hundred and seventy hammers in this large mill. But never mind the noise.

*We come now to the very point.*

Just here, at one of these machine forges, you will see the most important reason of the immensely

*Hammer  
Pointed*



*The Larger Nail Mill — 225 feet long*





*The Smaller Nail Mill — 185 feet long*

**P** superior quality of the Putnam Nail over any and all other machine-made horse-shoe nails. Looking at the accompanying engraving of the machine, you see a coil of iron rod upon a reel and the end running through the forge. Each machine is complete in itself, and this forge holds the gas fire, *not coal*. This is

### POINT NUMBER TWO.

The sulphurous flames of coal would injure the iron and something better must be found. If the flying hammers stopped a moment you would hear the roar of gas mixed with air, about half gas and half air, in just the right proportion to form an intensely hot flame. This combination of gas and air is forced into each forge by the great blower out in the engine house, which we will look at later.

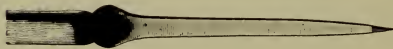
But now look at the rod of iron. On the entrance side it is cold, but passing through this short forge it emerges on the other side *red hot*, to be exact, just at a *welding* heat, and here we score

### POINT NUMBER THREE.

To treat iron just right there is only one way:

*Shape it by hammer blows at a welding heat.*

But watch closely again. The red-hot rod is moving forward, and the four flying steel hammers rain rapid blows upon it, striking alternately in pairs, *drawing* it



out exactly to the right length and shape, and down

drops the nail into the revolving iron pan on the floor—

*Hot* still red-hot, but *forged* from head to point—a  
*Forged* perfect nail. But while I have been speaking a

dozen more have dropped, so like lightning fly the hammers on the white metal.



Now watch this one closely.

See just what is the exact motion of the hammers. Does the rod jump forward the length of the nail, and is it crushed into shape? Not at all. You see by looking closely that only about half an inch of the rod is consumed in making the long nail, and watching now still more closely, you see this half-inch of white-hot iron, by the peculiar form and action of the hammers, *drawn* from head to point in exactly the same way that a blacksmith does it by hand. That is to say, it is drawn by *percussive* and *elastic* hammer blows only. And this is the great feature which we shall call

#### POINT NUMBER FOUR.

And it is a very great point.

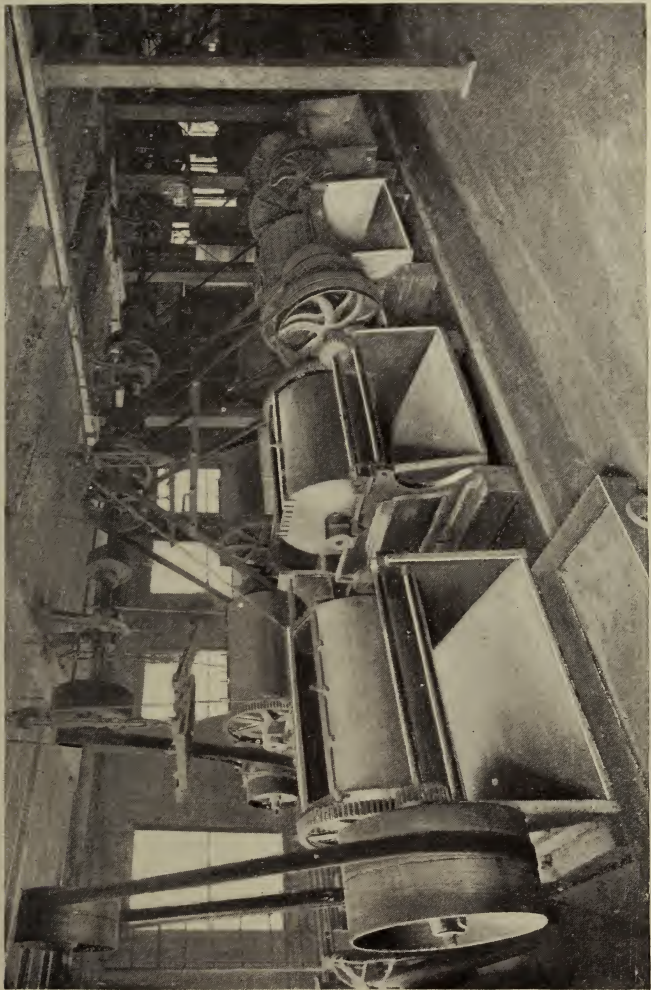
It is the distinguishing point. It makes a great difference whether the hot iron is rolled or pressed into shape, or whether the hot iron receives a *great many distinct hammer blows*, as it does in making the Putnam Nail. To illustrate the point very clearly, we show you



right here a photographic illustration of the way the Putnam Nail looks after it has received first eight *Hammer* blows, then sixteen, twenty-four, thirty-two, and finally thirty-six. The Putnam Nail is the *Pointed*

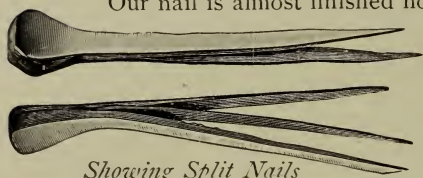


*The Black Room*



*The Polishing Drums*

**P** only machine-made horse-shoe nail in the world that is *drawn* in this manner from the hot iron. All others are sheared, rolled, cut or punched, either cold or hot, and this is why the Putnam Nail has achieved its great renown, and why the world of farriers accept it, and use it as the *best*. This is the reason it never splits in driving, as nails made by unnatural methods are liable to do.



*Showing Split Nails*

Our nail is almost finished now. As we have seen, there is no punching or shearing, neither cutting or rolling. The work is done, and ordinary *horse sense* tells us it was done in the

right way. But let us learn more about this nail, and more of the great Putnam factory.

There are about seventy men in the larger nail mill, one to each machine, and forty in the other.

Where are the rest of the Putnam "400?"

Let us move along through the works and we shall find them. Before we follow the nail any further we will look into the other nail mill. You see it is arranged exactly like the larger one. The work is the same, and the machines are the same only there is a less number of them. Looking down the full length of the room you will see now and then a man stoop down and with the tongs pick up the red hot nail which has just dropped into the pan and inspect it closely. A little later on we shall see why he does this. The track, which you see in the picture running down the centre passageway, is for moving the cars or trucks of nails.

*Hot Forged* Following it to the end of the room the track ends upon a platform, which is lowered by machinery to

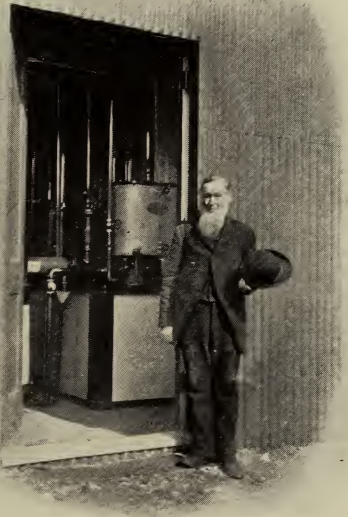
the level of a tunnel, through which the car is rolled to another building, and up into the black room. Each of these nail mills has its foreman, who has an office in the building. One of them is the oldest horse-shoe nail maker in America, and has been with this company thirty-six years. In the illustrations he stands at the door of the gas house. He will tell you, that from long experience in the mills, he can hear better in the midst of the appalling roar of the machines than he can outside—a wonderful thing to a novice and suggestive of Byron's "Prisoner of Chillon," who says:

"My very chains and I grew friends,  
So much a long communion tends  
To make us what we are."

Let us now go over to the long new-brick building to what is called the black room.

## The Gas House.

As we cross the yard you will see the gas house, and notice on the door the warning that "No lighted cigar or match or other fire must come within fifty feet of this building"—a necessary *Hammer Pointed*






*Printing Room — Left*





*Pointing Room—Right*

 precaution, for this is as dangerous as a powder-house. Here is manufactured one million cubic feet of gas which is consumed each day in the one hundred forges of the nail machines.

## The Black Room.

Well, here we are at the black room, and here begins that wonderful system of careful *inspection* which ends only as the finished boxes of Putnam Nails are ready to be shipped to the markets of the world, free from flaws of any kind, each individual nail perfect in size, shape and strength. This room is called the black room because the product comes to it *black, direct from the forge*, with all the marks upon it of the fiery trials through which it has just passed. If the nail could go to the world as it is now it would speak for itself, and say:

*See ! I am the only hot-forged one.*

Looking at the picture of this black room, you will see iron pails of horse-shoe nails standing in tiers, and on trucks just from the forges. Each pail is numbered and when its contents are emptied into one of the iron trays the skillful inspector, examining the nail carefully, rejects or accepts the work on its merits. So we see now just why each man in the nail mill picks up with his tongs the red-hot nails, one by one, and carefully inspects his work. And we shall call this first rejection of poor nails

### POINT NUMBER FIVE

in favor of the Putnam. The good nails are now *Hot* weighed and credited to the forger, who is paid by *Forged* the pound for his perfect product. After this

assorting the nails are treated in bulk, size for size, and passed along to another room, where we will follow them.



## The Polishing Room.

In the picture you see the rows of great revolving iron barrels into which the black nails are emptied to be rolled—in what? acid, to clean them? No, no, no. Acid and iron, like Rip Van Winkle and his wife,

“Don’t agree vell togedder.”

Acid would injure the iron with which so much care has been taken at the forges. Just friction in pure water to clean them, that is all. Over and over roll the iron barrels of nails to remove the dirt, oil, little scales and sharp corners—for sharp corners cut and tear the hoof of the horse, and here we must nail

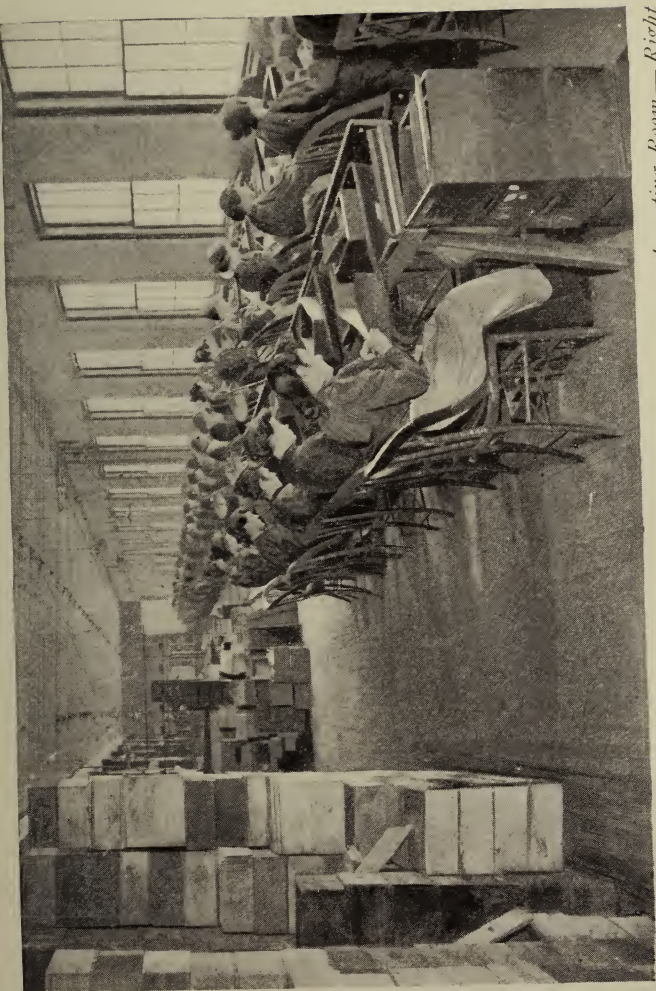
### POINT NUMBER SIX.

Looking closely at the finished Putnam Nail you will see that the four corners are not sharp; they are *smooth as glass, and somewhat rounding*. The tumbling of the tumblers is timed to this result.

Now, why? The civilized world knows that a round wire nail will hold better than the old cut-nail, and this discovery was the death warrant of the cut-nail. The sharp cut-nail cuts the fibres of the wood ahead of itself, and there is no tension left. The wire nail presses the fibre of the wood to each side and so increases the tension. So it is with the Putnam Horse-shoe Nail. No sharp, knife-like edges to cut and tear a hole as large as itself, but a *smooth edge* to press the hoof aside, leaving no chance for the nail to chug up and down in a hole in the hoof. To be sure *Hammer* the sheared and punched nail may drive a trifle *Pointed*



*Assorting Room — Left*



*Assorting Room — Right*



easier because it *does* cut, but that is really a bad point scored against itself. If the Putnam Nail drives a mere trifle harder it will be found to *hold* harder, and the hoof will be in better condition invariably if the Putnam Nail is used.

After rolling in water just long enough, the water is drawn off and another tumbling is had, this time in dry sawdust, for polishing. Now the nails are no longer black, but white or nearly white, like silver, and are sent to the

## Hammer-pointing Room.

We will again cross into the other building, and now you *will* be astonished. Here are ninety-three pointing machines with a pleasant girl or young woman seated before each. The nails from the polishing drums are brought here in small boxes, and a boxful emptied into the iron tray in the top of the machine. Now observe; the nails are picked up and fed into a little slot, *one only at a time*. Think of it! The ten daily tons of nails are handled one by one. If you are interested to note what this means, here are the statistics. There are about 128 nails to a pound, or 256,000 nails to a ton, or 2,560,000 in 10 tons. This would be more than 25,000 to each girl per day, or 2,500 an hour, or 40 a minute. This careful handling of each individual nail we shall claim is

### POINT NUMBER SEVEN

in favor of the wonderful Putnam.

Now pick up a nail that has passed through the machine. It has been straightened where it should be, *Hot* and has a perfect "set;" and look at the point! In *Forged* passing through the machine the extreme end of the

nail has received the *blow of a hammer*, and been flattened or beveled a trifle. This bevel is called the scarf, and gives the nail the proper direction in the hoof.



Looking at the picture you will see that this pointing machine is quite a complicated affair. It is really a very wonderful machine. It consists of a series of hammers which catch the nail as it is fed into the slot, and strike it successively front and back to straighten it, giving it exactly the proper "set." Then comes the blow

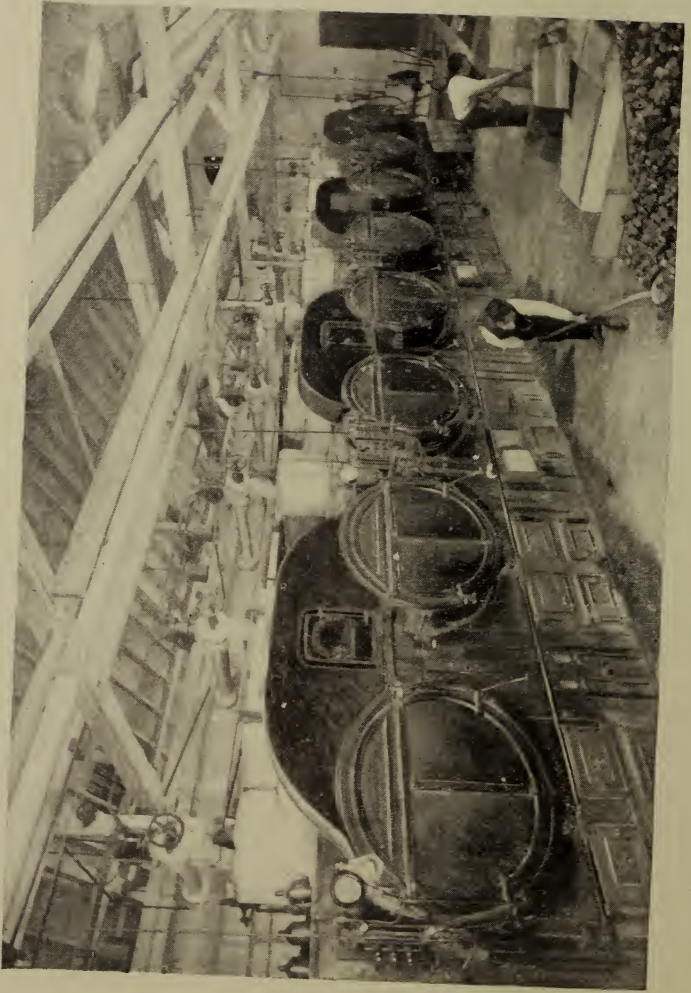


of the hammer upon the point of the nail which gives it a bevel or scarf, and this is

### POINT NUMBER EIGHT

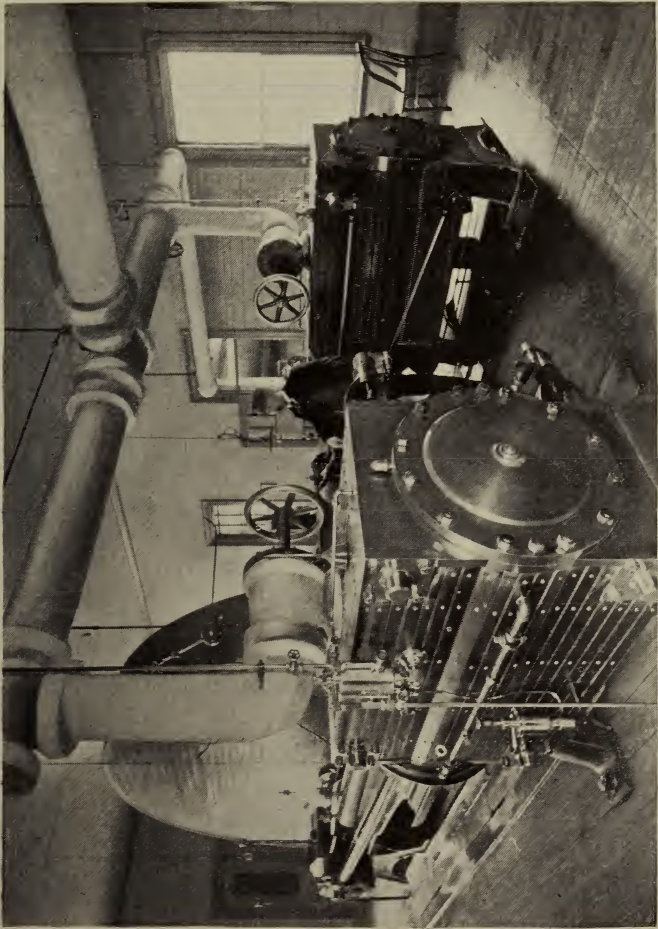
which distinguishes the Putnam Nail.

The nail, after being hot-forged is, in this machine, "hammer pointed." It receives as the finishing touch the gentle blow of a hammer upon its point to bevel it in exactly the same manner that the *Hammer* hand-made nail was treated by the blacksmith. *Pointed*



*Boiler Room*





*Engine Room—600 horse-power Corliss*



This exact imitation of the hand process in forging and pointing is the all-distinguishing feature of the Putnam Nail, and is what has made it, and still keeps it, the acknowledged leader of all machine-made horse-shoe nails.

This hammer pointing is the last machine operation. Still, we are not through with this wonderful nail. We have now another surprise in store for you. The nails are finished and ready for the horse, but they must not be sent out without final inspection.

Here we are in

## The Assorting Room,

and here are one hundred more industrious young women bending over the iron trays. There are about fifty of them on each side of the room, as you see in the cut. Once again ten tons of nails are gone over every day, *one nail at a time*. Each nail must be looked at, turned over, measured for thickness and length, and the scarf must be found to be on the proper side. This careful one-by-one inspection under the eyes of the experienced sorter is

### POINT NUMBER NINE,

if we have kept the count. Every nail that is bent, or rough, or too short, or too long, or too thin, or even with a little scale upon it, is thrown out as unworthy of the Putnam brand.

And ultra wonder of all.

This company is so jealous of the reputation of its nail, that each box of nails is *once more* looked through *Hot Forged* by an experienced man to see that each sorter has done her work well. These nails in the process of



*Sorting the Nails*

manufacture have been handled in bulk fourteen times and three times have received a most searching individual inspection.

*Now, and not until now*, are the goods ready to be shipped.

At one end of this sorting room is

## The Packing Department,

of which we show an illustration. The Putnam Nails are shipped in twenty-five pound boxes; for some markets, twenty-five pounds of loose nails; and for other markets the nails are put up first in five *Hammer Pointed*

Ⓟ pound pasteboard cartons, and five cartons packed in a box. An exceedingly interesting feature is the folding of the telescopic cartons from flat sheets, and a picture is shown of the operator folding and setting them up. This young woman is a working wonder, and so fast



fly her deft fingers that her exact method cannot be seen. She is, perhaps, the champion of the world in this class of work, for she can in one day of ten hours, fold and put together 2,100 of these boxes, or three a minute.

Now the cartons are filled with nails, and the jogging ma-

chine shakes the nails down snugly; the weighing scales are handy, balanced at five pounds; five cartons are packed in the wooden box and deftly slid along to the man who presides at an ingenious automatic nailing machine, which fastens on the cover.

Thus we have traced the Putnam Nail from the rod of iron to the boxes for the market, ready to challenge the world to produce its equal. From this point these

*Hot* celebrated nails are shipped to all parts of the  
*Forged* civilized world.

## A General View



Before we leave we must look about this great establishment, that has invested half a million of dollars in producing nails fit for the stallion of a king, or the hoofs of his choicest cavalry horses. While we have seen the nail made, there is a great deal yet to fill us with astonishment. The building, which you see here



*Packing Room*

in the centre of the yard, is the power-house. We will go in and see the battery of eight great boilers with a capacity of 700 horse-power, and the mighty, double Corliss engine of 600 horse-power. Passing through this open door we find another engine—a MacIntosh-Seymour Compound—of 135 horse-power which runs the dynamo for lighting the entire works and offices, and also runs the great blower, of which we have spoken. This large machine forces, daily, 2,500,000 cubic feet of air through underground pipes to the one hundred gas forges in the nail mills.

## The Blacksmith Shop

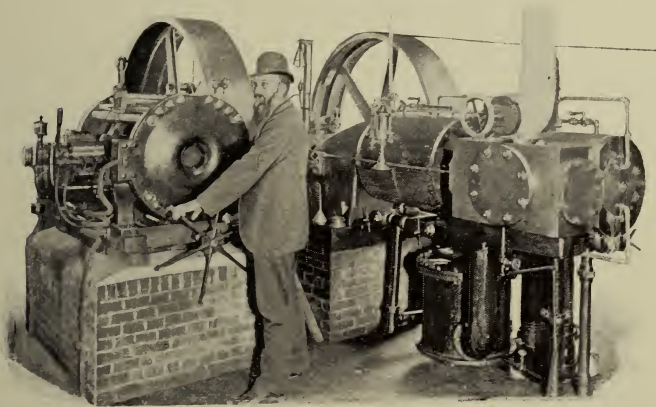
Now we must visit the blacksmith shop, because you will want to know how fifteen or twenty blacksmiths, seven forges and two powerful steam

*Hammer  
Pointed*



*The Blacksmith Shop*

trip hammers can be employed in making a little thing like a horse-shoe nail. Let us see! Most of these men are making and repairing the steel hammers for the nail machines. Here you will get, perhaps, the best impression of the magnitude of this establishment. As



*MacIntosh-Seymour Engine and Dynamo*

we have seen, there are one hundred nail machines with four hammers to each machine, so that four hundred steel hammers must be in operation all the time. But these hammers, raining blows upon hot iron, and forging ten tons of horse-shoe nails, show wear in a few hours, and must be replaced or renewed two, three or four times a day; and the adjustment is so nice that the hammers must work in sets of four, so that if one hammer is damaged all four must be changed.

This, then, is the explanation of the large blacksmith shop. Nails that are truly hot forged require a great many hammers, and about eight hundred of these machine hammers are handled every day. *Hammer*  
Sixteen to twenty men work here repairing them *Pointed*



and making new ones. Then all these hammers must have their steel faces tempered, and the illustration shows two hardening forges in the room adjoining the blacksmith shop. Here, also, the fire is gas flame,



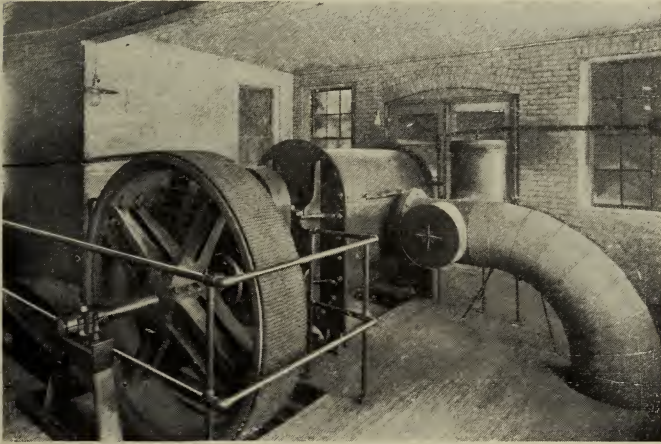
and these two workmen harden six or eight hundred hammers every day. The hammers then go over to the machine shop and are fitted to the nail machines. The preparation of these hammers and the making and repairing of the nail machines and hammer-pointing machines is all done right here on the premises. On our way over to the machine shops we shall see another building. This contains the carpenter shop and tin shop. Acres of buildings and miles of roofing require constantly the services of these mechanics.

## The Machine Shops

*Hot Forged* There are two machine shops in this large two-story building—one on each floor—and this department of the Putnam Nail Works is a very busy one. We

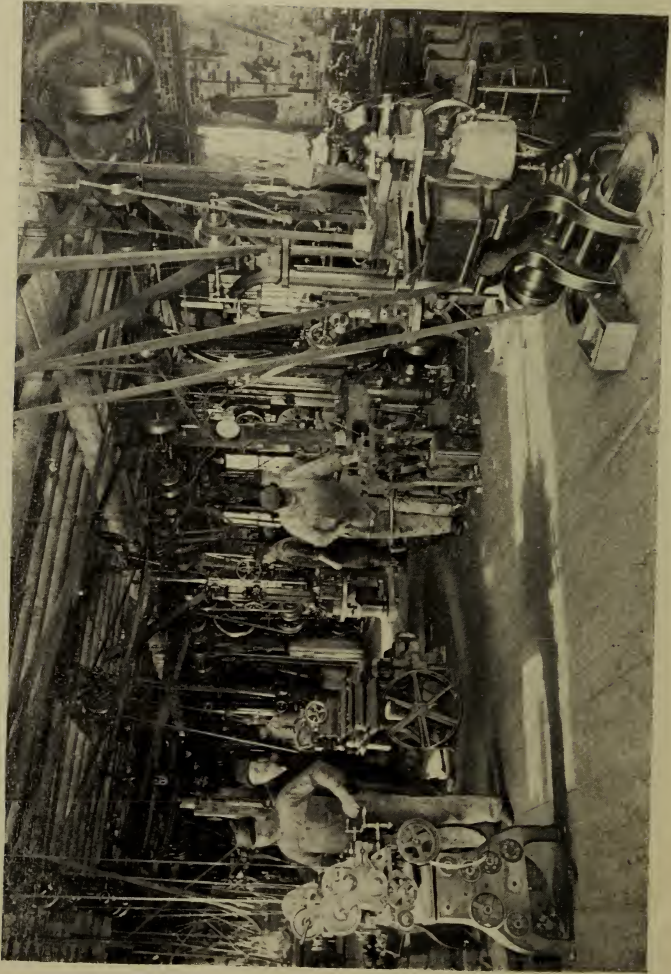


should properly include the blacksmith shop with this department, for the machine and blacksmith shops together make and keep in repair all the machines and parts used in making the Putnam Nails. When you think of it, this is a big statement, for we have been through the works and seen two great mills full of forging

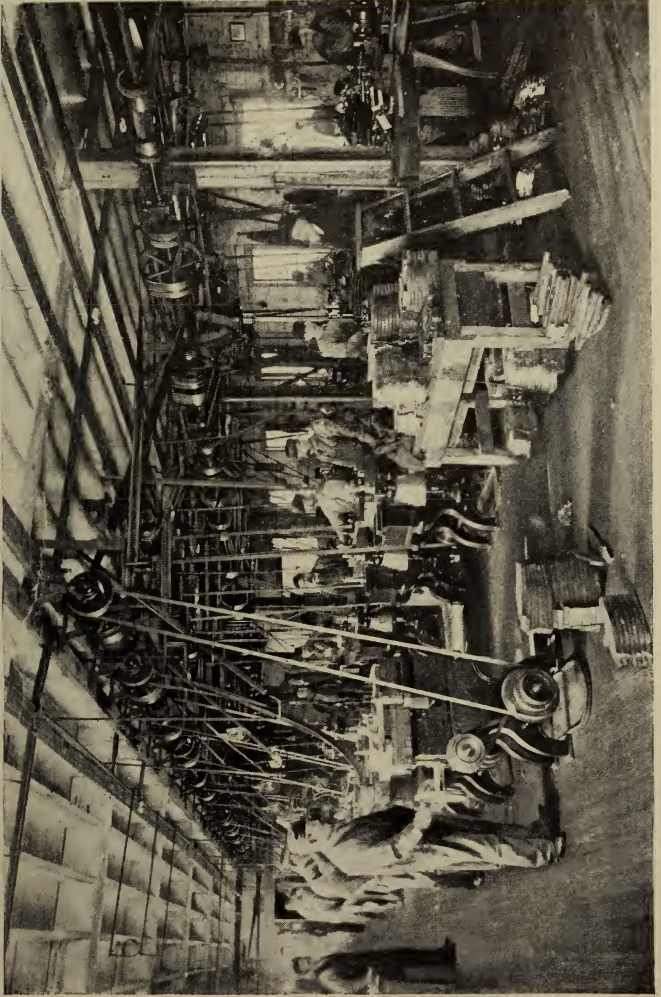


*The Big Blower*

machines, and another room full of pointing machines. It is true, however, that all of these machines were built right here in the company's own shops. On this lower floor the lathes, planers and drills are used in making the machines and in general repairs. Upstairs the principal work is on the steel hammers themselves, of which, as we have seen, there are great numbers. The shaping and repairing of these steel hammers requires special milling machines, and you see ten or a dozen of them on this upper floor. These milling machines were also made on the premises. There *Hammer*  
is another room connected with this department *Pointed*



*The Machine Shop*



*The Machine Hammer Room*



which we should see. It is the stock room. Here are kept all of the "parts" of the various machines throughout the works, and a large supply of all necessary tools. Here, in perfect order, and all numbered, are upwards of \$50,000 worth of extra parts of machines and machine tools. And speaking of order and system, the visitor's attention cannot fail to be attracted to the perfect cleanliness and order about the entire works. Even the great nail mills and blacksmith shops, with all their smoke and noise, appear neat and clean, and confusion reigns nowhere. So, in this stock room, the foreman can go instantly and pick from its own bin, or from its own peg, any new part to supply the place of a broken one. Plenty of each sort is kept on hand so that no delays occur. Astonishing to relate, there are more than sixty men constantly employed in this machine department.

## The Matter of Cheapness

We have completed the tour of this great establishment and have seen all that is interesting. We have seen the largest factory of the kind in the world, and have watched closely the making of the best horse-shoe nail. Perhaps one of the most serious errors of modern civilization is the fostering of what we may call "cheapness." The markets, in some way, are filled with cheap goods—and the cheap goods sell. American people in particular are said to enjoy being humbugged, and the popular craze is for bargains and job lots at a low price. The people who can least afford it waste their money on shoddy. This is true of almost everything

*Hot* in the markets, from a pair of shoes to the family  
*Forged* medicines. In the past the smiths and horseshoers

of both continents have used the Putnam Nail loyally, because it was the only absolutely safe and reliable nail; but the markets to-day are surfeited with cheap nails which push themselves insistently upon the attention of buyers as being "cheaper" than the Putnam.



## Now, what about the cost?

After all we have seen of the great care taken in selecting the best iron; the extensive process of heating it to a welding heat; the drawing by hammer blows of each individual nail; the polishing and hammer-pointing; and last, the great system of inspecting and sorting, that searches out and rejects everything but perfect nails, we need not expect the cost to compare with that of the cheap nails flooding the markets.

*How much more, if any, does the Putman Nail cost?*

It costs, perhaps, on an average, *one cent* more to shoe a horse with this nail, yet it often happens that a valuable animal will be lamed, and occasionally one will be ruined, in trying to save this one cent.

It takes only one-fourth of a pound of nails to shoe a horse; therefore, with Putnam Nails at four cents a pound above cheap nails, it costs but one cent more to shoe a horse with a reliable nail.

But the "Putnam" is, in reality, the cheapest.

We have been informed by a reliable dealer, who has supplied for years a large city with Putnam Nails, that, in changing to a cheap nail for six months, it was found that it cost more in dollars and cents to shoe the city horses for a given time with cheap nails at twelve cents a pound, than with Putnam Nails at seventeen cents a pound.

*Hammer  
Pointed*

## Buy the Best

Send for the **Mascot Ring**

Mailed for 10 Cents, Stamps or Silver.

THE Putnam Nail Rings were first sent out as a novelty and to show the perfect point and smooth edges. Recently we have received

**Astonishing Testimonials** of their efficacy in the

CURE OF  
**Rheumatism.**

If they do possess this virtue (which was wholly unexpected to us), it must be from the *peculiar charm* in their manufacture by Fire, Water and Gas (no acids) and the circle of hammers before mentioned.

The horse with healthy feet safely shod with Putnam Nails feels this "charm." Why not the owner also?



**PICTURES FREE.**

- |  |             |
|--|-------------|
| Colored Litho., 12 x 13 in., "Fairy and the Thorn,"  | postage 2c. |
| "Robert Bonner Superintending the Shoeing of Sunol." | postage 1c. |
| Striking Colored Lithograph, "Tandem Team,"          | postage 5c. |
| Or all Three Pictures in One Roll,                   | postage 6c. |

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**Putnam Nail Company,**  
Neponset, Boston, Mass.

## COUPONS.

PUTNAM NAIL Co., Neponset, Boston, Mass.

Send me MASCOT RING, for which find enclosed Ten Cents.

Name, \_\_\_\_\_

Address, \_\_\_\_\_

PUTNAM NAIL Co., Neponset, Boston, Mass.

Send me "FAIRY AND THE THORN," for which find enclosed Two Cents.

Name, \_\_\_\_\_

Address, \_\_\_\_\_

PUTNAM NAIL Co., Neponset, Boston, Mass.

Send me "ROBERT BONNER SUPERINTENDING THE SHOEING OF SUNOL," for which find enclosed One Cent.

Name, \_\_\_\_\_

Address, \_\_\_\_\_

PUTNAM NAIL Co., Neponset, Boston, Mass.

Send me "TANDEM TEAM," for which find enclosed Five Cents.

Name, \_\_\_\_\_

Address, \_\_\_\_\_

PUTNAM NAIL Co., Neponset, Boston, Mass.

Send me the Three Pictures in One Roll, for which find enclosed Six Cents.

Name, \_\_\_\_\_

Address, \_\_\_\_\_

